

Attachment #2  
Major Business Partners and Estimated 1995 Expenditures

Distribution Systems Development

<u>Vendor*</u>	<u>\$ Spent</u> <u>1994</u>	<u>\$ Projected</u> <u>1995</u>	<u>Minority</u> <u>Vendor</u>	<u>Min. Bus.</u> <u>Develop.</u> <u>Program</u>
<u>Major Business Partners</u>				
Nielsen	\$10,044,700	\$9,126,000	no	yes
MSA	<u>\$4,895,700</u>	<u>\$2,814,700</u>	no	no
Sub Total	\$14,940,400	\$11,940,700		
<u>Other</u>				
Marketing Research Services	\$1,172,000	\$1,122,000	no	no
Winona Research	\$1,090,000	\$1,034,000	no	no
NPD Inc.	\$634,000	\$634,000	no	no
Millward Brown, Inc.	\$480,000	\$348,000	no	no
Wagner Research, Inc.	\$35,000	\$35,000	no	no
Roper Starch Worldwide, Inc.	\$176,000	\$147,000	no	no
Market Development Inc.	\$100,000	\$70,000	yes	no
Ryan Computing, Inc.	\$70,000	\$70,000	no	no
Think Systems, Inc.	\$800,000	\$0	yes	no
Andersen	\$745,000	\$0	no	no
Other	<u>\$1,628,700</u>	<u>\$420,000</u>	no	no
Sub Total	\$6,910,700	\$3,880,000		
Total	\$21,851,100	\$15,820,700		
% of Minority Vendor Contribution	4.1%	0.4%		

\*includes I.S. chargeback expenditures

Program Development Information

<u>Vendor</u>	<u>\$ Spent</u> <u>1994</u>	<u>\$ Projected</u> <u>1995</u>	<u>Minority</u> <u>Vendor</u>	<u>Min. Bus.</u> <u>Develop.</u> <u>Program</u>
<u>Major Business Partners</u>				
MSI	\$3,760,250	\$1,900,000	no	no
Winona	\$1,830,400	\$300,000	no	no
Marketing Perceptions	\$1,449,175	\$1,500,000	no	no
MRS	<u>\$1,243,180</u>	<u>\$0</u>	no	no
Sub Total	\$8,083,005	\$3,700,000		
<u>Other</u>				
Coats Guiles	\$149,140	\$350,000	no	no
Meyer Research	\$0	\$200,000	no	no
The Mellor Group	\$2,500	\$50,000	yes	no
Paul Warner	\$0	\$64,000	yes	no
Market Development, Inc.	\$115,250	\$80,000	yes	no
Greenfield Consulting	\$107,125	\$300,000	no	no
Perception Research	\$55,700	\$150,000	no	no
Roper Organization	\$484,650	\$100,000	no	no
Ambrosino Research	\$450,800	\$500,000	no	no
Millward Brown	\$700,752	\$75,000	no	no
The Landis Group	\$565,000	\$0	no	no
NPD	\$271,100	\$0	no	no
Home Testing Institute	\$488,000	\$0	no	no
The Wagner Group	\$35,300	\$0	no	no
Monterrey Research Group	\$24,200	\$0	yes	no
Ryan Computing	\$65,000	\$0	no	no
KCR/Creative Inc.	\$58,825	\$0	no	no
Other	<u>\$0</u>	<u>\$186,000</u>	no	no
Sub Total	\$3,573,342	\$2,035,000		
Total	\$11,656,347	\$5,735,000		
% of Minority Vendor Contribution	1.5%	3.0%		

Program Evaluation Information

<u>Vendor</u>	<u>\$ Spent</u> <u>1994</u>	<u>\$ Projected</u> <u>1995</u>	<u>Minority</u> <u>Vendor</u>	<u>Min. Bus.</u> <u>Develop.</u> <u>Program</u>
<u>Major Business Partners</u>				
MSA	\$0	\$2,200,000	no	no
Nielsen	\$0	\$800,000	no	yes
Winona	\$0	\$800,000	no	no
Other	<u>\$0</u>	<u>\$2,100,000</u>	no	no
Sub Total	\$0	\$5,900,000		
Total	\$0	\$5,900,000		
% of Minority Vendor Contribution	0.0%	0.0%		

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